



CONNECTICUT  
ASSISTED LIVING  
ASSOCIATION

## **CALA Testimony on Raised Bill 982 – An Act Concerning Assisted Living**

The following shall constitute written testimony regarding Raised Bill 982 An Act Concerning Assisted Living from the Connecticut Assisted Living Association (CALA).

CALA is a statewide organization that represents the owners and operators of some 115 managed residential communities offering Assisted Living services to Connecticut's older adults and senior citizens.

CALA is strongly supportive of the concepts proposed in Raised Bill 982 for the consumer protections this measure will provide to older adults and their families.

As you may know, Assisted Living is a unique combination of housing and supportive services provided in a residential setting defined in state statute as a Managed Residential Community (MRC). The care and services provided to Assisted Living residents is done so by a state health department licensed Assisted Living Service Agency (ALSA). In accordance with the requirements set forth in Public Health Code section 19-13-D105, Assisted Living services may only be offered by an appropriately designated and licensed ALSA in settings deemed to be an MRC.

CALA is grateful that the Public Health Committee has raised this bill in response to the numerous instances of inaccurate advertising seen in the last several years which feature the services of organizations that do not offer Assisted Living as defined by the Public Health Code. The examples of inaccurate advertising CALA has observed include television, newspaper, and billboard ads that feature the services of companion and homemaker agencies, residential care homes, and age restricted condominiums. None of these entities represent Assisted Living as defined in the Public Health Code.

Finally, it should be noted that CALA has previously collaborated with the Connecticut Department of Public Health to propose similar legislation on this matter, and that this measure will presumably present no additional fiscal burden to the state.

Raised Bill 982 appropriately describes the instances where use of the term "Assisted Living" is permitted and defines inappropriate use of the term as an unfair trade practice.

CALA remains available to serve as a resource to committee members as this proposal evolves.

Thank you for your consideration.